



EMMTO WORKING WITH SUNSE IN IRELAND

Transitioning Life Story Work
into the digital age



THE EMMTO TEAM

Andrea Lloyd, Founder



Margaret Brown, Domain
Support Specialist



Adam Lloyd, CTO



WHAT DOES EMMTO DO?

Emmto is much more than a digital application. It meshes the fundamental power of reminiscence therapy with our cultural tradition of storytelling to produce a tool that engages and stimulates the user and encourages conversation with others. Emmto has produced a digital app that enriches conversations and interactions for people affected by memory and communication challenges. It can be used on a tablet, phone or computer.

Underpinned by evidence-based approaches, that are well established in the field of dementia care and rehabilitation, Emmto is designed to help those with memory and communication challenges retain that vital connection with those around them.

Emmto can be used in a variety of home and community settings and is also a useful tool for residential and day care providers and health care professionals

Emmto unlocks the memories to create 'MOMENTS' using enriched images, audio and text. These are used as a focus for conversation, in which the person with memory or communication challenges can take the lead, at their own pace. As conversation flows organically from one moment to the next, we are reminded of their past lives and happy times spent together, creating a rewarding and enjoyable experience for all involved.



"Carole and Michelle have helped us to develop our business skills, and have provided us with encouragement, enthusiasm, and positivity through the tough times and when we may not have been able to see through the challenges that faced us."

Andrea Lloyd
Founder, EMMTO

THE CHALLENGE

Andrea and Margaret needed assistance working on their social media sales and marketing plan and identifying sources of funding. Also, research target group B2B and B2C opportunities.

THE SOLUTION

In 2020, Andrea attended the Brightstart Regional programme and received mentoring from Local Enterprise Office with respect to marketing and finance support. Subsequently, in February 2021, Andrea contacted the South East BIC where she was advised of the SuNSE project.

SuNSE engaged with Andrea and Margaret and intensive 1-1 mentoring sessions were scheduled. Sessions included the applicability of the social enterprise business model, explored potential routes to market, discussed different types of market research and analysed the B2B and B2C customer base, recommendations, and feedback regarding the development of the Emmto website

THE OUTCOME

The team have demonstrated their passion and commitment for this project and are determined to achieve their vision and objectives. The team have developed an MVP and are preparing the test and trial phase of the product. Three nursing homes had agreed to take part in the pilot, but this has had to be delayed due to staff shortages and ensuring all Covid protocols are in place. Due to the delay Margaret and Andrea have had to pivot and refocus the trial on other potential customers and have met with an Occupational Therapist in the HSE and have meetings planned with the Alzheimers Society of Ireland to recruit individual participants for a trial. This is being finalised at present. Also the app was given to friends and family, some of whom had direct experience of Dementia, and the feedback from these individuals has been very positive. To build trust and credibility with their potential customers they have designed a website, which is now live and includes a HOW TO video on how to use Emmto. They have also produced flyers and pilot information sheets with language specifically tailored to suit both families and healthcare professionals.